



## Design, B.S. *major*

### Exhibit Design Emphasis

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More than ever, exhibit design is increasingly recognized as a significant form of public and private space design and experiential design. Although many universities offer a course in exhibit design, Bemidji State University offers the only undergraduate academic track in Exhibit Design in the nation. The department prides itself on its close relationship with industry, which serves as an advisory board and offers one-on-one mentorship for interested students. To maximize the students' exposure to exhibit design, the students have the opportunity to attend annual field trips to Minneapolis, Chicago, and Las Vegas.

So what is exhibit design? Well, the complexities of exhibit design overlap a wide range of disciplines, among them include: interior design, product design, model design, architecture, graphic design, multimedia, sustainability, and construction. Projects for this multidisciplinary form of design tend to be commercial or cultural in nature. Projects can be either permanent or temporary, and can range from tradeshow exhibits, museum exhibits, events, brand experiences, themed attractions, visitor centers, science centers, retail spaces, and consumer-related experiences.

In short, exhibit designers are responsible for creating places that are accessible, educational, fun, and much more. To do this, the exhibit designer must have an understanding of the physical, emotional, and intellectual needs of the range of different visitors to create a human-centered experience.

Bemidji State University is presented with more career opportunities for graduates than graduates to fill these positions. If you want to pursue an exciting career of designing spaces, exhibit design is the career for you.

**Screening:** All Design Majors are required to pass a screening process in order to register for Junior Culmination and Senior Culmination. The screening process will take place during the fall of the student's Junior and Senior year.

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Required Credits: 68  
Required GPA: 2.25

#### REQUIRED CORE COURSES

COMPLETE THE FOLLOWING COURSES:

- TADD 1430 Design Foundations (4 credits)
- TADD 1440 Drawing Foundations (4 credits)
- TADD 2440 2D Design Software (4 credits)
- TADD 3440 3D Design Software (4 credits)
- TADD 3450 History of Modern Design (4 credits)

#### EXHIBIT DESIGN EMPHASIS

COMPLETE THE FOLLOWING COURSES:

- TADD 3420 Introduction to Exhibit Design (4 credits)
- TADD 3430 Introduction to Graphic Design (4 credits)
- TADD 3548 Advanced 3D Design (4 credits)
- TADD 3549 Interactive Design (4 credits)
- TADD 3568 Exhibit Design/Trade Show (4 credits)
- TADD 3569 Exhibit Design/Environments (4 credits)
- TADD 3578 Typography (4 credits)
- TADD 3579 Branding and Packaging (4 credits)
- TADD 3648 Color Theory (4 credits)
- TADD 4549 Advanced Media Design (4 credits)
- TADD 4569 Advanced Exhibit Design (4 credits)

COMPLETE THE FOLLOWING COURSE:

- TADD 3900 Junior Culmination (2 credits)

COMPLETE THE FOLLOWING COURSE:

- TADD 4900 Senior Culmination (2 credits)

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#### SUGGESTED SEMESTER SCHEDULE FOR DESIGN MAJOR, B.S. EXHIBIT DESIGN EMPHASIS

The following is a list of Design Major Courses arranged by year. This schedule is intended to help students plan their courses in an orderly fashion; however, these are only suggestions and this schedule is flexible.

##### Freshman

- TADD 1430 Design Foundations (4 credits)
- TADD 1440 Drawing Foundations (4 credits)
- TADD 2440 2D Design Software (4 credits)
- TADD 3430 Introduction to Graphic Design (4 credits)
- TADD 3440 3D Design Software (4 credits)
- Liberal Education Requirements

##### Sophomore

- TADD 3420 Introduction to Exhibit Design (4 credits)
- TADD 3450 History of Modern Design (4 credits)
- TADD 3548 Advanced 3D Design (4 credits)
- TADD 3569 Exhibit Design/Environments (4 credits)
- TADD 3578 Typography (4 credits)
- Liberal Education Requirements

##### Junior

- TADD 3549 Interactive Design (4 credits)
- TADD 3568 Exhibit Design/Trade Show (4 credits)
- TADD 3579 Branding and Packaging (4 credits)
- TADD 3648 Color Theory (4 credits)
- TADD 3900 Junior Culmination (2 credits)
- TADD 4569 Advanced Exhibit Design (4 credits)
- Liberal Education Requirements

##### Senior

- TADD 4549 Advanced Media Design (4 credits)
- TADD 4900 Senior Culmination (2 credits)
- Liberal Education Requirements